

WEB

DESIGN

VIDEO

STRATEGY

LET'S START A CONVERSATION!

GENERAL SERVICES ADMINISTRATION

FEDERAL ACQUISITION SERVICE

AUTHORIZED FEDERAL SUPPLY  
SCHEDULE PRICE LIST



[www.epic-multimedia.com](http://www.epic-multimedia.com)

605-271-2598



## Schedule

Contract GS-07F-0404X & GS-07F-0405X (SB Set-Aside)

Federal Acquisition Service  
Authorized Federal Supply Schedule Catalog/Price List

On-line access to contract ordering information, terms and conditions, up-to-date pricing, and the option to create an electronic delivery order is available through GSA Advantage!, a menu-driven database system. The INTERNET address for GSA Advantage! is <http://www.gsadvantage.gov>

**SCHEDULE TITLE:** **Advertising and Integrated Marketing Solutions (AIMS 541)**  
FSC Group: R701

**CONTRACT NUMBER:** **GS-07F-0404X**  
**&**  
**GS-07F-0405X (SB Set-Aside)**

**TABLE OF AWARDED SINS:**

<b>SIN</b>	<b>DESCRIPTION</b>
	<b>GS-07F-0404X</b>
541-1	Advertising Services
541-4B	Video/Film Production
541-5	Integrated Marketing Services
541-1000	Other Direct Costs
	<b>GS-07F-0405X (SB Set-Aside)</b>
541-3	Web Based Marketing Services
541-4E	Commercial Photography Services
541-4F	Commercial Art and Graphic Design Services
541-2000	Other Direct Costs (SB Set-Aside)

**CONTRACT PERIOD:** **March 29, 2011 - March 28, 2016**

For more information on ordering from Federal Supply Schedules click on the GSA Schedules link at [www.gsa.gov](http://www.gsa.gov)

**CONTRACTOR:** Epic Multimedia, LLC  
1741 S. Cleveland Ave., Suite: 302  
Sioux Falls, SD 57103  
Phone number: (605) 271-2598  
Fax number: (605) 274-0842  
E-Mail: [justin@epic-multimedia.com](mailto:justin@epic-multimedia.com)

**Contractor POC:**

**Justin Smorawske**  
Senior Marketing Director  
Phone number: (605) 271-2598  
Fax number: (605) 274-0842  
[justin@epic-multimedia.com](mailto:justin@epic-multimedia.com)  
[www.epic-multimedia.com](http://www.epic-multimedia.com)

**BUSINESS SIZE:** **Small Business**

**Epic Multimedia, LLC participates in GSA's Disaster Recovery and American Recovery and Reinvestment Act programs.**



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## CUSTOMER INFORMATION

### 1a. Table of Awarded Special Item Numbers (SINs)

<u>SIN</u>	<u>DESCRIPTION</u>
GS-07F-0404X	
541-1	Advertising Services
541-4B	Video/Film Production
541-5	Integrated Marketing Services
541-1000	Other Direct Costs
GS-07F-0405X (SB Set-Aside)	
541-3	Web Based Marketing Services
541-4E	Commercial Photography Services
541-4F	Commercial Art and Graphic Design Services
541-2000	Other Direct Costs (SB Set-Aside)

<b>1b. Lowest Priced Service/Unit Price:</b>	N/A
<b>1c. Hourly Rates:</b>	Direct Labor rates are hourly.
<b>2. Maximum Order*:</b>	\$1,000,000.00 per SIN
<b>3. Minimum Order:</b>	\$100
<b>4. Geographic Coverage:</b>	Domestic, 50 states, Washington, DC, Puerto Rico, US Territories and to a CONUS port or consolidation point for orders received from overseas activities
<b>5. Point(s) of Production:</b>	Sioux Falls, South Dakota (Minnehaha County)
<b>6. Discount from List Prices:</b>	Prices listed are GSA Net, Discount Deducted.
<b>7. Quantity Discount(s):</b>	None
<b>8. Prompt Payment Terms:</b>	Net 30 Days
<b>9a. Government Commercial Credit Card accepted below micro-purchase threshold.</b>	YES
<b>9b. Government Purchase Credit Cards accepted above the micro-purchase threshold.</b>	YES
<b>10. Foreign Items:</b>	None
<b>11a. Time of Delivery:</b>	As specified on task order and as mutually agreed upon.
<b>11b. Expedited Delivery:</b>	As specified on task order and as mutually agreed upon. Contact Contractor's Representative.
<b>11c. Overnight and 2-Day Delivery:</b>	Overnight and 2-day delivery are available. Contact the Contractor for rates.
<b>11d. Urgent Requirements:</b>	Agencies can contact the Contractor's representative to effect a faster delivery. Customers are encouraged to contact the contractor for the purpose of requesting accelerated delivery.



<b>12. F.O.B Point:</b>	Destination
<b>13a. Ordering Address:</b>	Epic Multimedia, LLC Attn: Justin Smorawske 1741 S. Cleveland Ave. Suite: 302 Sioux Falls, SD 57103
<b>13b. Ordering Procedures:</b>	For supplies and services, the ordering procedures, information on Blanket Purchase Agreements (BPAs) are found in Federal Acquisition Regulation (FAR) 8.405-3
<b>14. Payment Address:</b>	Epic Multimedia, LLC 1741 S. Cleveland Ave., Suite: 302 Sioux Falls, SD 57103
<b>15. Warranty Provision:</b>	None
<b>16. Export Packing Charges:</b>	N/A
<b>17. Terms and Conditions of Government Purchase Card Acceptance:</b>	N/A
<b>18. Terms and Conditions of Rental, Maintenance, and Repair:</b>	N/A
<b>19. Terms and Conditions of Installation:</b>	N/A
<b>20a. Terms and Conditions of Repair Parts Indicating Date of Parts Price Lists and Any Discounts from List Prices:</b>	N/A
<b>20b. Terms and Conditions for Any Other Services:</b>	N/A
<b>21. List of Service and Distribution Points:</b>	N/A
<b>22. List of Participating Dealers:</b>	N/A
<b>23. Preventative Maintenance:</b>	N/A
<b>24a. Special Attributes Such as Environmental Attributes</b>	(e.g. recycled content, energy efficiency, and/or reduced pollutants):
<b>24b. Section 508 Compliance for EIT:</b>	N/A
<b>25. DUNS Number:</b>	790573641
<b>26. Notification Regarding Registration in Central Contractor Registration (CCR) Database:</b>	Epic Multimedia, LLC is currently registered in the Central Contractor Registration database.



## LABOR/OTHER DIRECT COST RATES FOR SINSs

SINS(s)	SERVICE PROPOSED	UNIT OF ISSUE	GSA NET PRICE
<b>Labor Categories</b>			
541-1 541-5	Project Manager	Hour	\$ 119.49
541-1 541-5	Creative Developer	Hour	\$ 119.49
541-1 541-5	Public Relations Coordinator	Hour	\$ 119.49
541-1 541-5	Social Media Coordinator	Hour	\$ 119.49
541-1 541-5	Market Researcher	Hour	\$ 119.49
541-1 541-4f 541-5	Graphic Designer	Hour	\$ 119.49
541-1 541-4e 541-5	Photographer	Hour	\$ 119.49
541-1 541-3 541-5	Web Designer	Hour	\$ 119.49
541-1 541-3 541-5	Web Programmer	Hour	\$ 119.49
541-1 541-4b 541-5	Videographer	Hour	\$ 119.49
541-1 541-4b 541-5	Video Producer	Hour	\$ 119.49

<b>Other Direct Costs</b>			
541-1000 541-2000	ODC-Printing	Per Order	\$ 25,970.78
541-1000 541-2000	ODC-Shipping/Mailing	Per Item Being Mailed	\$ 625.68
541-1000 541-2000	ODC-Equipment Rental	Per Day	\$ 2,317.38
541-1000 541-2000	ODC-Professional Talent	Per Day	\$ 25,873.55
541-1000 541-2000	ODC-DVD Duplication	Per Order	\$ 7,869.02

\*All above rates include the IFF (Industrial Funding Fee)  
For more information about our rates on any our SINS please contact:

**Justin Smorawske**  
Senior Marketing Director  
(605) 271-2598  
justin@epic-multimedia.com

## LABOR CATEGORY DESCRIPTIONS

**Category:** Project Manager  
**Responsibilities:** Look over the account and make sure everything comes together as planned. Also to help facilitate invoices and making sure bills are getting paid.  
**Minimum Yrs Exp:** 1 year  
**Minimum Ed Req:** 2 year degree  
**Training Req:** Needs training in project management software (Central Desktop)

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**Category:** Creative Developer  
**Responsibilities:** Write scripts for radio and TV commercials; develop copy for websites and brochures. Over sees all production and interviews and coordinates talent.  
**Minimum Yrs Exp:** 5 years  
**Minimum Ed Req:** 2 year degree  
**Training Req:** None

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**Category:** Public Relations Coordinator  
**Responsibilities:** Coordinating and writing press releases for all PR for each of our clients. In charge of working directly with the Account Executive to learn the clients business and develop relationships with media outlets to help promote each client.  
**Minimum Yrs Exp:** 1 year  
**Minimum Ed Req:** 2 year degree  
**Training Req:** None

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**Category:** Social Media Coordinator  
**Responsibilities:** Developing, monitoring and coordinating all social media for our clients. Includes writing content and following up on feedback from our social media efforts.  
**Minimum Yrs Exp:** 1 year  
**Minimum Ed Req:** 2 year degree  
**Training Req:** Proficient in multiple social media platforms and understands how to communicate through social media.

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**Category:** Market Researcher  
**Responsibilities:** Identifying needs, developing questions and coordinating online and face-to-face focus groups. This person is also in charge of compiling the results from the focus groups and putting together a final report for the client.  
**Minimum Yrs Exp:** 1 year  
**Minimum Ed Req:** 2 year degree  
**Training Req:** None

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**Category:** Graphic Designer  
**Responsibilities:** Develop all graphic design material for multiple client needs. Responsibilities also include making sure materials are delivered correctly to printer and the final product meets the high standards we require from our designers.  
**Minimum Yrs Exp:** 1 year  
**Minimum Ed Req:** 2 year degree  
**Training Req:** Knowledge in Photoshop, Illustrator and In Design.



**Category:** Photographer  
**Responsibilities:** Take all pictures for websites, print materials and occasionally multimedia needs. Also responsible for reviewing each photo and touching up those that need to be improved.  
**Minimum Yrs Exp:** 1 year  
**Minimum Ed Req:** 2 year degree  
**Training Req:** Knowledge in Photoshop, Illustrator, InDesign, and Painter.

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**Category:** Web Designer  
**Responsibilities:** Developing web designs and programming HTML websites. This person is also responsible for monitoring servers and making sure if an issue arises it is worked on immediately.  
**Minimum Yrs Exp:** 1 year  
**Minimum Ed Req:** 2 year degree  
**Training Req:** Knowledge in Photo Shop, In Design, HTML and PHP or ASAP coding languages is a plus.

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**Category:** Web Programmer  
**Responsibilities:** Taking the web designs and incorporating CMS (Content Management System) into the website. Also making sure that all SEO (Search Engine Optimization) and PHP or ASP code is done properly and site is functioning.  
**Minimum Yrs Exp:** 5 years  
**Minimum Ed Req:** 2 year degree  
**Training Req:** Knowledge in PHP, ASP, HTML, SEO and CMS

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**Category:** Videographer  
**Responsibilities:** Tapping all videos both long and short format. Required to be able to handle sound, lighting and working with talent.  
**Minimum Yrs Exp:** 1 year  
**Minimum Ed Req:** 2 year degree  
**Training Req:** Knowledge in standard and hi-def cameras across many makes and models.

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**Category:** Video Producer  
**Responsibilities:** Editing both long and short format videos. Has to be flexible and must meet tight timelines when needed.  
**Minimum Yrs Exp:** 1 year  
**Minimum Ed Req:** 2 year degree  
**Training Req:** Knowledge in After Effects, Photo Shop and Final Cut Pro mandatory.

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## CORPORATE OVERVIEW:

### Our Philosophy:

Some think advertising and marketing exists to push products. While ultimately that may be your goal, we think the purpose of advertising and marketing is to tell truths about your brand.

Think about it. The truth can make you laugh. It can make you cry. But no matter what, the truth makes you think. And more importantly, it makes you listen.

That's the way we approach our work. We won't tell you what you want to hear. And, likewise, we won't tell your customers what you think they want to hear. We'll tell the truth.

Our style is not to talk at people. It's to talk with them. To start a conversation they want to engage in and more importantly, want to finish. That's how relationships are formed in your personal life. Why should it be any different in business?

We're here because we all share an incredible passion for making you look good. Our operation is streamlined so we can jump on problems quickly and come together to craft a solution that tells the truth and makes people listen.

When that happens, the possibilities are endless.

We take this same approach for all the services we provide:

- Advertising
- Strategy
- Web Design/ Database Management
- Graphic Design
- Video Production
- Photography

### Mission Statement:

Epic Multimedia exists to create long-term partnerships with select clients that are committed to growing their business through the creation of a unique, well-defined brand personality. Our business is built on three guiding principles that drive everything we do:

**Innovate** – We strive to create solutions that are innovative while continuing to adapt to changing conditions in our clients' businesses and society as a whole.

**Motivate** – By immersing ourselves in our clients' business and industry, we will create messages that motivate our clients' customers to action.

**Communicate** – Everything we do will revolve around clear, concise communications that breaks through the clutter in a crowded marketplace.

## DESCRIPTION OF AWARDED SINs

### 541-1 Advertising Services

Services provided under this SIN will promote public awareness of an agency's mission and initiatives, enable public understanding of complex technical and social issues, disseminate information to industry and consumer advocacy groups and engage in recruitment campaigns. Services include, but are not limited, to the following components:

- Advertising objective determination
- Message decision/creation media selection
- Outdoor marketing and media services
- Broadcast media (radio, TV and Public Service Announcements)
- Direct mail services
- Media planning
- Media placement services
- Advertising evaluation
- Related activities to advertising services

### 541-3\* Web-Based Marketing Services (Small Business Set-Aside)

Develop strategies for an agency to make the maximum use of their Internet capabilities. Typical tasks may involve the consultation, development and implementation of the following web-based tasks:

- Website design and maintenance services
- Search engine development
- E-mail marketing
- Interactive marketing
- Web-based training
- Web-casting
- Video conferencing via the web
- Section 508 compliance, including captioning services
- Online media management
- Related activities to web-based marketing services

Media will also be provided in a format that is compatible with the ordering agency's software requirements. Continual website updates and maintenance may also be required.

### 541-4B Video/Film Production

Videotape and film production services will be provided to inform the public and government agencies about the latest products, services, and/or issues, in various outputs such as industry standard formats, CD-ROM, DVD and video streaming development. Filming in studios, on location, live shows, or events may also be required. Examples of services include, but are not limited to:

Writing	Music & Sound Effects
Directing	Duplication
Shooting	Distribution
Arranging for Talent/Animation	Video Scoring
Narration	Editing



#### **541-4E Commercial Photography Services** (Small Business Set-Aside)

Photography services under this SIN may be used for commercial advertisements and/or illustrations that will appear in books, magazines, and/or other media. Services may include but are not limited to:

- Black and white, color photography
- Digital photography
- Aerial photography
- Architectural photography
- Still photographs
- Field and studio photography
- Related services such as photo editing and high-resolution scans

#### **541-4F Commercial Art & Graphic Design Services** (Small Business Set-Aside)

Commercial art, graphic design, and special effects that educate the consumer market about a product or service, may be required along with updating, rewriting, and/or editing materials. Types of services may include, but are not limited to:

- Developing conceptual design and layouts
- Providing copywriting and technical writing services
- Creating sketches, drawings, publication designs, and typographic layouts
- Furnishing custom or stock artwork (including electronic artwork)

#### **541-5 Integrated Marketing Services**

This SIN will be used to offer a complete solution that integrates various services found under the other SINs. Services required under this SIN may include the creation of comprehensive solutions using strategically targeted marketing plans that include full-service execution of media planning and creative multimedia campaigns. These comprehensive solutions include services available separately under: 541-1 Advertising, 541-2 Public Relations, 541-3 Web-Based Marketing, 541-4A Market Research and Analysis, and 541-4B Video/Film Production.

*NOTE: SIN 541-5 may not be used to fulfill individual requirements that are covered separately by other SINs in this schedule. SIN 541-5 may only be used to fulfill comprehensive agency requirements that span multiple service offerings from the schedule.*

#### **541-1000 Other Direct Costs (ODCs)** are expenses other than labor hours

All ODCs proposed must be directly related to a service being offered under this Schedule and can only be purchased in conjunction with the Schedule service. Possible ODCs may include items such as audio/visual equipment, facility rental, commercial production, media costs, booth space rental, etc.

#### **541-2000\* Other Direct Costs (ODCs)** are expenses other than labor hours (Small Business Set-Aside)

All ODCs proposed must be directly related to a service being offered under this Schedule and can only be purchased in conjunction with the Schedule service. Possible ODCs may include items such as audio/visual equipment, facility rental, commercial production, media costs, booth space rental, etc.